THE SUPER SELLER'S MANUAL

Ericksonian Hypnosis for Performance Enhancement

The 5 Biological Blocks That Make You Lose Sales (and How Your Mind Sabotages You)

Let's cut to the chase: if your numbers are dropping or negotiations get stuck at the crucial moment, the fault isn't the product, the price, or the market that "has changed." The real problem is that you're fighting an invisible war against your own brain.

Selling is one of the highest emotional-stress activities in existence. If you don't understand how your biology reacts to this pressure, you'll continue to sabotage yourself. Here are 5 neuropsychological blocks that are draining your commissions and damaging your mindset:

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1. Rejection Anxiety (Why "No" Really Hurts)

- ***"I need to think about it"***
- ***"It costs too much"***

When a customer says these things, you try to remain logical. Your reptilian brain, however, reacts in the opposite way. For the amygdala and the limbic system, social rejection activates the exact same brain areas as a physical wound. Even before you pick up the phone or state the price, your body goes into protection mode and generates micro-hesitation. You think you're hiding it, but the customer perceives this subconscious insecurity and, by pure instinct, pulls back.

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2. The Smell of Neediness (Perceived Desperation)

We've all experienced that moment: the month is about to close, bills are looming, and you need that signature, that sale. You enter the negotiation with the anxiety of having to close. Fatal mistake. Humans can smell need from miles away. A speech rhythm that's too fast, a slightly altered tone of voice, or excessive pressure activate the customer's danger radar. The more you push because you're hungry, the more the other person moves away. To sell significant figures, you need what Milton Erickson called "focused detachment": you must want the sale, but you mustn't need it.

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3. The Afternoon Blackout (Brain Fog)

Has it ever happened to you, after 3 or 4 intense negotiations, to feel completely depleted? You suffer objections instead of guiding them, you can't find the right words, and you make rookie mistakes. You haven't suddenly become incompetent; you've run out of fuel. Managing stress and making decisions consumes an enormous amount of glucose in the prefrontal cortex. When energy runs out, the brain pulls the plug to save resources. Your charisma and your edge drop to zero, your voice becomes flat (it transmits nothing), and you lose control of the conversion.

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4. The Price Block (Projecting Your Wallet onto the Customer)

The moment of truth: you have to state the figure. If your service costs thousands of euros and your voice trembles, or if you start justifying the price before the customer even speaks, you've fallen into the trap of financial projection. You're making the mistake of measuring the customer's wallet with your own yardstick. The reptilian brain associates spending a significant amount as a threat to its own security. If that figure is "a lot of money" for you, you'll transmit that weight to the customer through your tone of voice, destroying the value of your work.

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5. The Regret Loop (Post-Call Cortisol)

You lose a sale that seemed already closed and spend the next three hours ruminating: *"What should I have answered?" "Why did they choose them?" "Where did I go wrong?"* This mental loop saturates your working memory and floods your body with cortisol. To defend against the sense of failure, the brain cuts dopamine. You find yourself drained, tired, and with lowered defenses. When you face the next call, your attitude is already unconsciously submissive and pessimistic, condemning you to another "No."

The Ericksonian Antidote: How to Reprogram Your Mind (Before a Contact)

The good news is that for every biological block there is a precise linguistic key to dismantle it. And no, we won't use these techniques on the customer.

We will use them on you.

If the sabotage starts from your brain, that's where we need to intervene. To do this, we'll leverage the principles of **Ericksonian Hypnosis**.

When people hear the word "hypnosis," they immediately think of a pendulum or someone falling asleep. That's fiction, or a different kind of hypnosis. Milton Erickson demonstrated that the most powerful hypnosis is conversational: a strategic dialogue that guides the deep mind to change perception, without the need for a visible trance state.

Conversational Self-Hypnosis: Hacking Your Inner Dialogue

Your conscious mind is rigid—it panics, calculates the commissions you might lose, and gets scared by a "No." If you try to force yourself to "stay calm" using willpower, you get the opposite effect: you create even more tension.

Erickson's secret to bypassing this internal resistance is to stop giving yourself logical commands and start asking yourself hypnotically-structured questions.

- **How does it work?** The questions we usually ask ourselves are toxic (*"What if they say no?" "Why do I always lose these negotiations?"*). Your subconscious is a literal executor: if you ask it a destructive question, it will look for destructive answers.
- **The Ericksonian trick:** You will learn to ask yourself questions formulated in such a way as to contain **empowering presuppositions** and **hidden commands** for your brain. While your logical part searches for the answer, your subconscious is forced to accept the command of security, calm, and detachment that you inserted into the question.

In the following pages, we'll see the exact scripts of the Ericksonian questions you must ask yourself before every negotiation to disarm the 5 biological blocks, reset your emotional state, and enter the call with unshakeable confidence.

Solution to Block 1: Disarming Rejection Anxiety

To eliminate the fear of "No," you don't have to force yourself to be brave. You simply have to make your primitive brain understand that a commercial rejection is not a threat to your life. Here are the linguistic tools to do it yourself.

The Morning Formula (Identity Anchoring)

As soon as you sit at your desk, before opening your computer or looking at your contact list, read this sentence out loud. It is structured to separate your personal value from the result of your calls:

> ***"As I begin this day, I notice how my mind is completely relaxed, because I know that every 'No' I receive today is just neutral data, a simple necessary step that brings me closer, step by step, to the next inevitable 'Yes.'"***

(Psychological note: The use of "I notice how" forces the brain to look for a sensation of relaxation that may not be there yet, but is presupposed as real.**)**

The 3 Milton Erickson Questions (Self-Reprogramming)

When you feel that slight bite in your stomach before an important phone call, don't ignore it. Stop for 30 seconds and ask yourself these three questions in sequence. Each contains a hidden command for your subconscious:

Question 1: The Presupposition of Success

> ***"At what exact moment during the call will I notice that the initial anxiety is giving way to absolute calm and concentration?"***

Why it works: The question doesn't ask if you'll be calm, but takes for granted (presupposes) that calm will arrive 100%. Your subconscious stops focusing on fear and starts looking for the moment when you'll feel secure.

Question 2: The Illusion of Alternative

> ***"Will it be after handling the first objection with a smile, or directly at the moment of stating the price, that I will feel maximum security in my tone of voice?"***

Why it works: Erickson used this structure to bypass the conscious mind. By offering two options, the brain concentrates on the choice ("Will it be at the beginning or at the end?"), passively accepting the main subconscious command: in both cases, you will have a secure voice and handle the objection with a smile.

Question 3: Temporal Inclusion (Shrinking the Problem)

> ***"How will I feel tonight at dinner, looking back at this call, knowing that I faced it with total detachment from the result?"***

Why it works: This question projects your mind into the future (Future Pacing technique). It forces your brain to look at the present moment as something already past, safe, and successfully overcome. This instantly reduces the emotional importance of rejection in the here and now.

Solution to Block 2: Eliminating the Smell of Neediness

When you have the absolute urgency to close a sale, your tone of voice and your rhythm become unconsciously aggressive or submissive. To deactivate this "hunger" that scares the customer, you must reprogram your brain to operate from a position of total abundance and detachment.

The Pre-Call Formula (The Abundance Reset)

Before starting a decisive negotiation or a hot call, stop for a moment, take a deep breath, and read this sentence out loud:

> ***"As I prepare to speak, I choose to remember that my financial value does not depend on this single signature, and I allow my mind to focus exclusively on guiding the customer, free from any need to convince."***

(Psychological note: The words "I choose to remember" and "I allow my mind" return conscious control of the situation to the salesperson, deactivating the reptilian brain's autopilot that panics over the commission.**)**

The 3 Milton Erickson Questions (Self-Reprogramming)

If you feel the pressure of the monthly target or the rush to close at all costs, impose a 30-second stop and ask yourself these three questions in sequence:

Question 1: The Presupposition of Release

> ***"How can I notice, from my very first words, that I am letting go of every attachment to the result to simply enjoy the unfolding of the negotiation?"***

Why it works: This question takes for granted that attachment to the result will be released. It shifts the subconscious attention from "having to obtain something" to "noticing the physical signals of relaxation" (lower breathing, deeper voice tone).

Question 2: The Dissociation of Performance

> ***"Will it be the fluidity of my questions or the calm of my silences that makes the customer understand that I have no desperate need for their signature?"***

Why it works: It's the Ericksonian illusion of alternative applied to customer perception. It forces your brain to imagine two scenarios of high authority (fluid questions or calm silences). In both cases, you're programming your mind to project a state of total detachment and leadership.

Question 3: Focus on the Process (Hacking the Customer's Radar)

> ***"What will happen that is extraordinary in my tone of voice when I stop thinking about the sale and simply start becoming curious about the customer's real situation?"***

Why it works: This question shifts the prefrontal cortex's focus from the final result (money) to the present process (listening and interest). Curiosity and desperation cannot coexist in the same mental space; by activating curiosity, the smell of neediness vanishes instantly.

Solution to Block 3: Resetting the Afternoon Blackout (Brain Fog)

When the prefrontal cortex runs out of glucose after hours of negotiations, it's useless to "force" concentration with willpower. You must give your brain a biological signal of circuit interruption (pattern interrupt) to reactivate latent resources.

The Afternoon Formula (The Energy Reset)

When you feel your head getting heavy, your voice flattening, and objections starting to crush you, step away from the screen for 60 seconds, close your eyes, and recite this sentence:

> ***"As I relax my shoulders and take a deep breath, I allow my nervous system to reset instantly, drawing on that reserve of clarity and readiness that is always present within me."***

(Psychological note: Connecting a real physical action, like "relaxing my shoulders," to a mental command, like "allowing my system to reset," creates a psychophysical anchor that tells the brain the acute stress phase is over and it's safe to reactivate energy.**)**

The 3 Milton Erickson Questions (Self-Reprogramming)

Immediately after reading the formula, ask yourself these three questions in sequence to force the subconscious to put dopamine and mental readiness back into circulation:

Question 1: The Presupposition of Rapid Recharge

> ***"From which small visual detail or which nuance of my voice will I notice that my mind is returning to being perfectly lucid and reactive?"***

Why it works: The brain in brain fog state tends to focus on tiredness. This question forces it to do the exact opposite: actively look for the first, microscopic signs of mental awakening and freshness, accelerating recovery.

Question 2: Access to Past Resources

> ***"Will I feel this renewed energy flow first in the speed of my thoughts or directly in the firmness of my tone of voice, just as it already happened on that day when I closed three sales in a row?"***

Why it works: This structure combines the illusion of alternative with an empowering emotional memory recovery. It forces the subconscious to reconnect with a past state of real success ("that day when..."). The reptilian brain doesn't distinguish between a vivid memory and present reality, reactivating the same neurotransmitters of success.

Question 3: The Hidden Command of Focus

> ***"What does it feel like to conduct the next negotiation knowing that my mind knows exactly how to find the perfect answer to any objection without any conscious effort?"***

Why it works: This question removes pressure from the tired conscious mind ("without any conscious effort") and delegates the work to the deep mind. It presupposes that your subconscious already knows all the correct answers, reducing the performance anxiety typical of tired moments.

Solution to Block 4: Unlocking Financial Projection

If you hesitate before stating the figure or if you justify yourself, you're projecting your pockets onto the customer. You must reprogram the brain so that it perceives your product's price as totally natural and neutral data, exactly as if you were stating the time.

The Value Formula (The Price Reset)

A few minutes before entering the closing phase or before sending an important quote, read this sentence out loud keeping your back straight:

> ***"As I state the figure, I realize how this number simply represents the exact measure of the value I am bringing to the customer, and I let my voice remain firm, clean, and free of any personal judgment."***

(Psychological note: Defining the price as an "exact measure of value" removes the concept of "cost" or "weight" from the salesperson's mind, transforming the figure into purely logical data devoid of emotional charge.**)**

The 3 Milton Erickson Questions (Self-Reprogramming)

Ask yourself these three questions in sequence to force your subconscious to accept the figure as an obvious and indisputable element of the negotiation:

Question 1: The Presupposition of Absolute Normality

> ***"In what way will the total naturalness of my voice, while I say the price, make my subconscious understand that for me this figure is ordinary daily business?"***

Why it works: The question doesn't ask if you'll be natural, but analyzes the effect that your naturalness (taken for granted) will have on your deep mind. The brain focuses on the hidden command: to consider that figure absolutely ordinary.

Question 2: Anchoring to the Customer's Future Value

> ***"Will the certainty in my tone of voice come from thinking about the savings the customer will get in a year, or from remembering the enormous problem I am solving for them right now?"***

Why it works: It leverages the illusion of alternative to shift the salesperson's attention from the price (how much money leaves the customer's pocket) to the value (the future benefit or present solution). By reconnecting the mind to the positive impact of the service, the figure loses all blocking power.

Question 3: The Ericksonian Detachment (The Perspective of Change)

> ***"What does it feel like to state this figure knowing that for the ideal customer this is not a cost, but the most logical and natural step to take to change their situation?"***

Why it works: This question reprograms your financial map. It forces you to visualize the point of view of the "ideal customer" (for whom spending is an obvious investment), zeroing out the unconscious tendency to project your personal spending limits onto the negotiation.

Solution to Block 5: Breaking the Regret Loop (The Post-No Reset)

Ruminating over a lost sale saturates your working memory and cuts dopamine, condemning your next call to death. You must apply an immediate linguistic pattern interrupt to separate the past result from your future abilities.

The End-of-Call Formula

As soon as you hang up from a bad phone call, don't start replaying the mistakes. Close your eyes, take a deep breath exhaling slowly through your mouth, and recite this sentence:

> ***"As this call ends, I choose to leave the past exactly where it is and allow my mind to completely reset, ready to welcome the next opportunity with a blank slate and total curiosity."***

(Psychological note: Using the expression "leave the past exactly where it is" acts as a closing command for the brain, which stops processing the event as an open problem and archives it as a closed chapter, safeguarding dopamine levels.**)**

The 3 Milton Erickson Questions (Self-Reprogramming)

Immediately after reading the formula, ask yourself these three questions in sequence to put energy and motivation back into circulation for the next call:

Question 1: The Presupposition of Subconscious Learning

> ***"At what moment in my next negotiation will I notice that my subconscious has already integrated and corrected the error from the previous one, without me having to think about it?"***

Why it works: This question prevents the conscious mind from ruminating destructively. It shifts responsibility for improvement to the deep mind ("my subconscious has already integrated"), allowing you to unplug from the immediate sense of guilt.

Question 2: Dissociation from the Result

> ***"Will it be the freshness of my next greeting or the total absence of expectations that makes the new customer understand that I am an upright professional and not influenced by the past?"***

Why it works: It leverages the illusion of alternative to project you immediately into the optimal future scenario. It forces your brain to visualize yourself already strong, lucid, and performing in front of the next customer, erasing the shadow of the defeat just suffered.

Question 3: Dopamine Restoration (The Leap Forward)

> ***"What does it feel like to start the next call knowing that every single negotiation is a universe unto itself and that my previous success or past failure has no power over what will happen in two minutes?"***

Why it works: This question is a powerful temporal reset. It destroys the chain effect of pessimism, isolating the previous call and restoring the state of enthusiasm and curiosity necessary to guide the new conversion.

How to Apply This Manual (The Single Focus Strategy)

Now that you have the linguistic keys to reprogram your mind, you might make the beginner's mistake: trying to apply all the formulas and all 15 Ericksonian questions together, starting from the next call.

Don't do it. Information overload would reactivate cortisol and the biological block would worsen. Your subconscious mind works on single, precise focuses.

Your 3-Step Roadmap:

1. **Find your biggest flaw:** Reread the 5 biological blocks. Which one is destroying the highest number of sales in your current activity? Is it the smell of neediness? Is it the price block? Be honest with yourself and identify your weakest point.
2. **Isolate and dominate:** For the next 3 or 4 workdays, focus exclusively on the solution for that single block. Use its specific formula in the morning (or at the indicated time) and repeat its 3 questions before every negotiation. Forget everything else.
3. **Domino effect:** Once you notice that that specific block no longer has power over you and that your voice remains firm, then (and only then) move to the second most critical block for you.

Moving one step at a time, you'll allow your nervous system to integrate these new linguistic patterns without any conscious effort, transforming them into a natural reflex.

The Next Step: Becoming a Limitless Seller

Applying the formulas and questions from this manual will already allow you to see the first important changes in your numbers and your revenue. But if you want to stop doing all the work yourself using the conscious mind, we've created an even more

powerful weapon.

To definitively crush impostor syndrome—that constant doubt whispering that you're not good enough, that the price is too high, or that the customer will reject you and not the product—a deep neurological intervention is needed.

The Advanced Audio Protocol: Passive Reprogramming

We've developed an exclusive audio project where you won't have to make any effort. You won't have to memorize scripts or struggle to concentrate.

This protocol combines:

- **Conversational Hypnosis and Ericksonian Metaphors:** To bypass the guardian of your rational mind and insert security commands directly into your subconscious.
- **Isochronic Tones and Calibrated Frequencies:** That mechanically force your brainwaves to enter the Alpha/Theta state, the biological window in which the brain is most receptive to change and erases stress.

The result? Impostor syndrome is literally deactivated at the root. Fear of rejection vanishes and closing the sale becomes a natural reflex, transforming you into a super seller.

Access the "Limitless Seller" Upgrade

If you understand the value of this system and want to accelerate your results by unlocking the complete audio-video protocol at €129, don't wait.

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